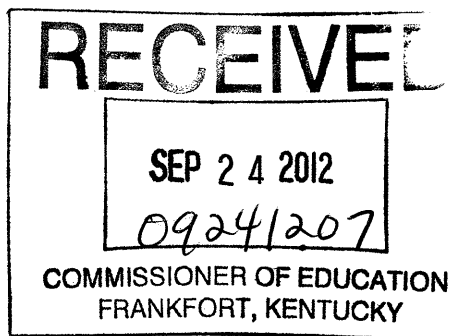


National Student Mock Election



September 4, 2012

Commissioner Terry Holliday
Kentucky Commissioner of Education
Capital Plaza Tower
500 Mero Street
Frankfort, KY 40601



KATHY HURLEY
EVP, Education Alliances
1330 Avenue of the Americas
7th Floor
New York, NY 10019

www.pearsonfoundation.org

Dear Commissioner Holliday,

I am contacting you today to share the Pearson Foundation's latest student engagement program. The Pearson Foundation, in partnership with the National Student-Parent Mock Election, is announcing *the My Voice National Student Mock Election*.

You may be familiar with the National Student-Parent Mock Election, which was co-founded in 1980 by Gloria Kirshner and Edward Stanley. After more than 30 years, and 18 elections, it still stands as the nation's largest civic education project and the world's largest national mock election. Over the years the partnerships included the American Broadcasting Companies, Inc., CNN, Electronic Data Systems (now HP Enterprise Services), The McGraw-Hill Companies, Inc., The New York Times, Pearson, TIME Magazine and others who helped over 50 million students learn about our nation's electoral process and the meaning of democracy.

After serving as a partner of the National Student/Parent Mock Election in 2008 and 2010, the Pearson Foundation realized that the initiative could be amplified by combining efforts with My Voice™, a program designed by the Quaglia Institute for Student Aspirations (QISA), that aims to engage all members of the school community in a student-centered dialogue about their school's culture. Through asking students, staff, and parents about school, analyzing their responses, and acting on them, My Voice works to help students reach their fullest potential.

This expanded partnership builds on the previous success of both initiatives. This year the *My Voice National Student Mock Election* is facilitating comprehensive online voting and leading up to the federal and state 2012 elections, the classroom curriculum will be supported by a new media project to survey students on issues of national importance, as well as issues that impact education and local communities. These polls will appear online, including via social media and mobile channels.

National Mock Election Week kicks off on Thursday, October 25, and culminates on National Mock Election Day 2012, Thursday, November 1. We are encouraging administrators and teachers for grades K-12 to register their participation now at www.nationalmockelection.org. When they register, they'll receive updated information from us and their state coordinator about customized mock election projects in their state leading up to November 1st.

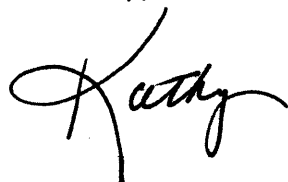
In the past, the National Student-Parent Mock Election has been successful due to its strong relationship with Secretaries of States and State Election Officials and their ability to communicate this initiative broadly to local communities. By working with state leaders, the Mock Election has thrived and we want to continue that tradition as we endeavor to incorporate student voice into this initiative. In order to ensure that this is a state, as well as, national voting experience for students, we have state specific ballots (which will be on the web site in time for students to practice prior to voting) and we'll have election-related curriculum and lesson plans for teachers to utilize throughout the process.

We would very much like for you and the Department of Education to share this program throughout the state. We have a basic graphic that can be posted on the Department's web site that links to registration for the mock election. Additionally, we have other communication tools that we can share with your Public Information Officer to robustly communicate the campaign.

I've asked Ginny Kirkland, our school outreach and government relations coordinator, to follow-up with your office to inquire about your interest in helping us share this new student civic engagement program. In the meantime, if you've have any questions, please feel free to contact me at 201.665.6235 or you may contact Ginny directly at 678.403.2779 or ginny.kirkland@pearsonfoundation.org.

I hope you will help promote this exciting and educational student engagement initiative. I look forward to seeing you in November at the CCSSO business meeting.

Sincerely,

A handwritten signature in black ink, appearing to read "Kathy", with a stylized, flowing script.

Kathy Hurley
EVP, Education Alliances



National Student Mock Election

Fall 2012

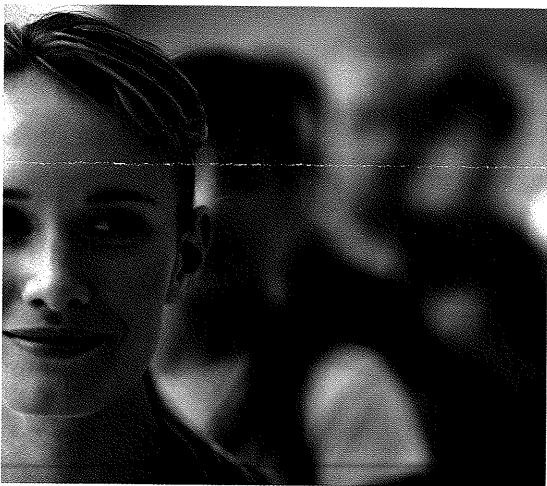
This year, the Pearson Foundation is combining two great initiatives to involve U.S. students before, during, and after fall's national election with a new program, the *My Voice™ National Student Mock Election*. The *My Voice National Student Mock Election* builds on the rich history of the National Student/Parent Mock Election, the country's largest civic engagement project, which reached over 5 million students in 2008 and on *My Voice*, the leading name in student voice. This single project – built on more than a half-century of experience – will engage students, parents, and educators all year long.

How It Works

The *My Voice National Student Mock Election* connects everyone in the community before, during, and after the election, using the digital media that young people rely on today to be heard.

Students, working with their teachers and parents, can:

1. Take part in our online, interactive polls centered on opinions and concerns about national topics, social issues, education, and their communities. These anonymous polls will appear online, in social media and via mobile channels.
2. Cast their votes in the largest national mock election in the world. Voting starts on October 25 and culminates on National Mock Election day, November 1, in advance of the federal election.
3. Share ideas after the election about what issues matter most to them in 2013 and beyond.



Get Involved

The *My Voice National Student Mock Election* depends on you. Get started at **www.nationalmockelection.org**, where you can:

1. Register your students. Teachers and administrators – in U.S. schools throughout the globe (public, private and home) and with youth groups are invited to participate.
2. Become a partner. Sixty national civic, religious, educational, and business organizations serve either as cooperating organizations or as partners.
3. Become a State or School Coordinator, or connect with yours, to see what you can do. Twenty-two Secretaries of State and/or State Election Directors served as State Coordinators or Co-coordinators in 2008. State volunteers are essential.

Learn More

Visit **www.nationalmockelection.org** or send an email to **MyElection@pearsonfoundation.org**
Follow us on Twitter @MyMockElection, #MyElection and at **[Facebook.com/NationalMockElection](https://www.facebook.com/NationalMockElection)**

